# INDEX

## January to June, 1938


Page

**A. B. A.**
A. B. A. evolves principles for sound banking board law ..... 304

**Advertising**
Advertising and public relations (Malcolm Davis) .....72, 150, 249, 329, 436, 533
This bank promotes old customers to introduce new accounts (Shirley Ware) 50

**Aldrich, Winthrop W.** (business recession in relation to Government policy) ..... 120

**Anniversaries**
National banking system has seventy-fifth anniversary ..... 308

**Appraisal**
Our lopsided banking system (J. M. Hellings) ..... 402

**Benjamin, Eugene S.** (liability ratios in credit analysis) ..... 203

**Bennett, Isabelle M.** (Argentine banking past and present) ..... 387

**Blodgett, Harvey A.** (brightening bank profit horizon) ..... 29

**Books for bankers**
"ABC of Municipal Bonds," by Louis S. Lebenthal ..... 247
"Advertising Ideas," by John Caples .... 342
"Age Analysis of Charge Accounts," by Clyde William Phelps ..... 268
"Appraisal Practice and Procedure" .... 167
"Banking Turnover and Facilities in Illinois," by Arthur H. Winakor ..... 166
"Bond Ratings as an Investment Guide," by Gilbert Harold ..... 342
"Can We Control the Boom?" by Bertil Ohlin and others ..... 166
"Can America Build Houses?" by Miles L. Colean ..... 531
"Canadian Banking System," by James Holladay ..... 246
"Childen of the Rising Sun," by Wil lard Price ..... 529
"Commercial Banking and the Stock Market before 1863," by Joseph Edward Hedges ..... 530
"Commercial Banking Legislation and Control," by A. M. Allen ..... 433
"A Controlled Credit Policy," by Clyde William Phelps ..... 168
"Costigan Amendment" ..... 339
"Credits and Collections in Theory and Practice," by Theodore N. Beckman .. 342
"Current Economic Delusions, and their Probable Future Effects," by E. C. Harwood ..... 435
"Curse of Credit," by Baron R. A. de Lynden ..... 82
"Diminishing Returns and Planned Economy," by George S. Peterson ..... 82
"Directory of Mutual Savings Banks of the United States," issued by the National Association of Mutual Savings Banks ..... 433

Page

"The Dollar: A Study of the 'New' National and International Monetary System," by John Donaldson ..... 84
"Economic Consequences of Recent American Tax Policy," by Gerhard Colm and Fritz Lehman ..... 343
"Economics of Consumption," by Charles S. Wyand ..... 159
"Economic Planning and International Order," by Lionel Robbins ..... 81
"English and American Banking Systems Compared," by William T. McCaffrey ..... 434
"Exporters' Handbook" ..... 165
"Federal Reserve Bank of San Francisco," by Parker B. Willis ..... 164
"Financial Development of the United States," by William C. Shultz and E. R. Caine ..... 160
"Financial History of Maine," by Fred Eugene Jewett ..... 164
"Financial Policies and Practices of Automobile Finance Companies," by Harvey W. Hueghy and Arthur H. Winakor ..... 340
"Finding Yourself in Your Work," by Harry Walker Hepner ..... 83
"Floating Debt of the Federal Government," by Edward Raquet Van Sant 247
"Folklore of Capitalism," by Thurman W. Arnold ..... 338
"Functions of the Personnel Director" 168
"Government and Citizenship," by Paine L. Bush ..... 530
"Government Regulation of Transportation," by Emory R. Johnson ..... 342
"Guide for Local Banks in the Financing of Insurance Premiums," by Allan C. Stevens ..... 340
"Guide to Business Facts and Figures," by Special Libraries Association ..... 340
"History of the Business Man," by Miriam Beard ..... 83
"How to Handle Grievances," by Glenn Gardiner ..... 168
"Inflations Timing and Warning," by Donald G. Ferguson and Allen H. Lester ..... 530
"International Short-Term Capital Movements," by Charles Poor Kindleberger 164
"Introduction to Money," by W. A. L. Coulborn ..... 532
"Investment Policies for Commercial Banks," by J. Harvie Wilkinson ..... 430
"Investors Trusts and Funds from the Investor's Point of View," by E. C. Harwood and Robert L. Blair ..... 166
"Labor, Industry and Government," by Matthew Woll ..... 165
"Living Trusts Including Life Insurance Trusts," by Gilbert T. Stephenson .... 163
"Manuel of Uniform Accounting and Auditing Procedure" prepared by the Savings Banks Auditors and Comptrollers Forum of the State of New York ..... 531

Page

"The Massachusetts First National Bank of Boston 1784-1934," by N. S. B. Gras 158
"Monetary Policy and Economic Stabilization," by Arthur D. Gayer..... 163
"Monetary Reforms in Theory and Practice," by Paul Einzig..... 246
"Money and Banking 1936-1937," League of Nations..... 167
"Money Powers of Europe in the Nineteenth and Twentieth Centuries," by Paul H. Emden..... 163
"Municipal Finance Legislation, 1937: A Digest," by Irving Tenner..... 532
"National Debt and Government Credit," by Paul W. Stewart, Rufus S. Tucker and Carolyn Stetson..... 430
"New 1937 Railroad Chart," by Robert A. Burrows..... 165
"New York Bond Market, 1920-1930," by Charles C. Abbott..... 433
"Next Century is America's," by C. D. Murphy and H. V. Prochnow..... 339
"Planning for the Market," by Guy Clinton ..... 432
"Practice and Finance of Foreign Trade," by W. W. Syrett..... 163
"Principles of Accounting," by Alva L. Prickett and R. Merrill Mikesell.... 164
"Principles of Economics," by Frederick B. Garver and Alvin Harvey Hansen ..... 432
"Principles of Public Utility Depreciation," by Perry Mason..... 167
"Proceedings of the Annual Meeting of the American Association of Collegiate Schools of Business"..... 167
"Program of Financial Research," by National Bureau of Economic Research in Co-operation with the Association of Reserve City Bankers..... 162
"Railroad Debt Reduction," by Irving Bussing ..... 166
"Remaking the Boom," by Major L. L. B. Angas..... 167
"Reorganization of the Amerccan Railroad System," by E. G. Campbell.... 162
"Savings and American Progress"..... 165
"Selected Tables for Business and Financial Calculations," by Theodore Lang and William S. Schlauch..... 165
"Social Security in America," by the Staff of the Committee on Economic Security ..... 247
"Socialism versus Capitalism," by A. C. Pigou ..... 82
"Special Libraries Directory of Greater New York," compiled by the Directory Committee of the Special Libraries Association, New York Chapter 166
"Think and Grow Rich," by Napoleon Hill ..... 47
"Trees of Northeastern United States," by H. P. Brown..... 247
"Understanding Corporations," by Emanuel Stein..... 166
"Will Gold Depreciate?" by Paul Einzig 81
"Your Money and Your Life," by Gilbert Seldes..... 161
"War Losses to a Neutral," by Eugene Staley ..... 343
"When Capital Goes on Strike," by Arthur Dahlberg..... 430
"Where the Science of Banking Begins," by John J. McCann, Jr..... 432

**Buechler, Richard K.** (current banking investment problems)..... 232

**Canada**

Annual meeting of the Canadian Bank of Commerce..... 184
Current conditions in Canada..... .....68, 147, 244, 325, 427, 527

**Career training**

Banking a profession (Ray E. Mayham) 23

**Chase, Harvey S.** (the confusion regarding money).....310, 381

Page

**Clearing houses**

Clearing ideas with the regional clearing house (R. I. Stout)..... 411

**Collateral**

Assignment of fire insurance policies as collateral (A. J. Goldin)..... 291

**Collins, Rowland G.** (wanted: more goods at lower prices)..... 302

**Commercial Bank of Scotland** (night view of) ..... 526

**Contract with depositors**

All-weather banking (Ralph W. Manuel) 15

**Costs**

Determining per item costs (Benjamin E. Young)..... 213

**Craig, Edgar A.** (the Graduate School of Banking a national institution)..... 315

**Credit**

Appraising municipal credit (Basil C. Rodes).....113, 197, 293, 394, 494
Liability ratios in credit analysis (Eugene S. Benjamin)..... 203

**Creighton, John T.** (legislative aspects of the common trust fund)..... 218

**Crime**

Forgers are always with us (C. W. Fishbaugh) ..... 503

**Crowley, Leo T.** (has Federal deposit insurance strengthened the banking system?) ..... 29

**Curda, Frank R.** (portrait of)..... 210
(unfinished business)..... 210

**Davis, Malcolm** (advertising and public relations).....72, 150, 249, 329, 436, 533

**Deering, Walter P.** (sound public relations require a sincere interest in the needs of your customers)..... 52

**Deposit insurance**

Has Federal deposit insurance strengthened the banking system? (Leo T. Crowley) ..... 29
Report of the board of directors of the Federal Deposit Insurance Corporation 211

**Earning power**

Future of commercial bank earning power (Eugene C. Zorn)..... 8

**East River Savings Bank** (window view).. 73

**Economic planning**

Business recession in relation to Government policy (Winthrop W. Aldrich).... 120

**Economics**

Confusion regarding money (Harvey S. Chase).....310, 381
Is America Anemic?..... 380
Learn to interpret banking figures (Richard Dana Skinner)..... 399
Monetary management and rising commodity prices (A. Philip Woolfson).... 487
Our new depression—what can we do about it? (A. Philip Woolfson)..... 101
Recovery in reverse (F. L. Garcia)..... 127
Wanted: more goods at lower prices (G. Rowland Collins)..... 302

**Editorial Comment**....1, 93, 185, 277, 369, 463

**Education**

Graduate School of Banking a national institution (Edgar A. Craig)..... 315
Unfinished business (Frank R. Curda).. 210

**Eisner, Frederick W.** (tax situation of foreign investments in the United States .....123, 193

**Erskine, J. M.** (portrait of)..... 526

**Ethics**

Missouri bankers display their code of banking ethics..... 515

**Finance**

The state of the finances..... 135

Page

**First National Bank, Confluence, Pa.** (two views of) ..... 354

**First National Bank of Pikeville, Kentucky** (interior view of) ..... 468

**Fishbaugh, C. W.** (forgers are always with us) ..... 503
(indorsement incorrect) ..... 201

**Ford, Thomas F.** (collateral security for commercial loans) ..... 499

**Foreign banking**
Argentine banking past and present (Isabelle M. Bennett) ..... 387

**Foreign investments**
Tax situation of foreign investments in the United States (Frederick W. Eisner) ..... 123

**Foreign Relations**
Future of Pan-Americanism based on financial relations (John B. Glenn) .... 225

**Garcia, F. L.** (recovery in reverse) ..... 127

**Glenn, John B.** (future of Pan-Americanism based on financial relations) ..... 225

**Goldin, A. J.** (assignment of fire insurance policies as collateral) ..... 291

**Government and the banks**
Centralization of credit control powers (Joseph H. Taggart) ..... 481
Postal savings system has become a significant competitor of the priatve banking system ..... 206

**Graduate School of Banking** (picture of) 317

**Gruenwald, A. R.** (portrait of) ..... 257
(public relations program of the Wisconsin Bankers Association) ..... 249

**Hart, Norman G.** (portrait of) ..... 553

**Harvard Trust Company** (two views) .. 171-172

**Heaton, John Langdon** (the fight for the people's savings) ..... 505
(the 'why' of the service charge) ..... 405

**Helling, J. M.** (our lopsided banking system) ..... 402

**History**
Results of Franklin's philanthropy ..... 306

**Hough, T. E.** (the 1937 bond market) .... 60

**Ilg, Ray A.** (portrait of) ..... 540

**In the month's news** .. 85, 169, 261, 345, 445, 542

**Indorsement**
Indorsement incorrect (C. W. Fishbaugh) ..... 201

**Installment credit**
Installment credit (Wilford L. White) 37

**International banking**
Financial situation abroad ..... 64, 143, 239, 322, 422, 521
International banking notes ..... 66, 146, 243, 324, 425, 524

**Investment and finance** (Oscar Lasdon) .. ..... 56, 139, 232, 320, 413, 517

**Investment**
Bank investment policy and the new depression (A. Philip Woolfson) ..... 375
Bank's Bond account (Russell G. Smith) 43
Competitive stock exchange (Dr. Ernst Wolfgang) ..... 235
Convertible bonds in bank portofolios (Milton Meyer) ..... 320
Current bank investment problems (Richard K. Buechler) ..... 232
Rail reorganization and recovery (Herbert Spero) ..... 413
Railroad consolidation or Government ownership? (Dr. Ernst Wolfgang) ..... 417
Real estate as security (Justin H. Reinhardt) ..... 139, 517
The 1937 bond market (T. E. Hough) .. 60
Outlook for municipal bonds (Basil C. Rodes) ..... 56

Page

**Johnson, George C.** (real estate mortgage problems) ..... 299

**Kemper, W. T.** (portrait of) ..... 183
(death of) ..... 183

**Lasdon, Oscar** (investment and finance) .. ..... 55, 39, 232, 320, 413, 517

**Lloyds Bank Ltd.** (photograph of Littleport branch) ..... 242

**Loans**
Collateral security for commercial loans (Thomas F. Ford) ..... 499
Distribution of bank loans (Rudolph Weissman) ..... 288
First aid for the loan clerk (Herbert G. Smith) ..... 479
Lending for building ..... 513

**Mayer, Harry W.** (service charges in Great Britain) ..... 283

**Mayham, Ray E.** (banking a profession) .. 23

**Management**
Brightening bank profit horizon (Harvey A. Blodgett) ..... 391

**Manuel, Ralph W.** (All-weather banking) 15

**Mathison, Fred W.** (portrait of) ..... 75

**McCann, John J., Jr.** (portrait of) ..... 256

**Merrill, Arthur F.** (those trust fees again) 469

**Mayer, Milton** (convertible bonds in bak portfolios) ..... 320

**Mortgages**
Real estate mortgage problem (George C. Johnson) ..... 299

**National Bank of Costa Rica** ..... 42

**Nolen, Russell M.** (changing functions of commercial banking) ..... 473

**Ochs, Henry C.** (constructive customer relations) ..... 436

**Otis, Dan H.** (lessons in farming for bankers) ..... 408

**Parsons, Dudley L.** (banks as transfer agents) ..... 477
(portrait of) ..... 355

**Photographic teller** (photograph) ..... 90

**Public Relations**
Constructive public relations (Henry C. Ochs) ..... 436
It can be done (Dorcas Campbell) ..... 72
Public relations (Malcolm Davis) ..... 72, 150, 249, 329, 436, 533
Public relations program of the Wisconsin Bankers Association (A. R. Gruenwald) ..... 249
Silver lining ..... 150
Sound public relations require a sincere interest in the needs of your customers (Walter P. Deering) ..... 52
Who's who in public relations ..... 75, 157, 257, 335, 443, 540

**Reinhardt, Justin N.** (real estate as security) ..... 139, 517

**Rodes, Basil C.** (appraising municipal credit) ..... 113, 197, 293, 394, 494
(outlook for municipal bonds) ..... 56

**Rural banking**
Lessons in banking for farmers (Dan H. Otis) ..... 408

**Rushour depository** (photograph) ..... 91

**Savings**
Mutual savings banks consider their problems ..... 505
Fight for the people's savings (John Langdon Heaton) ..... 505

Page

**Service charges**

Changing functions of commercial banking (Russell M. Nolen) ..... 473
Service charges in Great Britain (Harry W. Mayer) ..... 283
The 'why' of the service charge (John Langdon Heaton) ..... 405

**Skinner, Richard Dana** (learn to interpret banking figures) ..... 399

**Smith, Herbert G.** (first aid for the loan clerk) ..... 479

**Smith, Russell G.** (bank's bond account) .. 43

**Spero, Herbert** (rail reorganization and recovery) ..... 413

**Stout, R. I.** (clearing ideas with the regional clearing house) ..... 411

**Taggart, Joseph H.** (centralization of credit control powers) ..... 481

**Taxes**

Tax situation of foreign investments in the United States (Dr. Frederick W. Eisner) ..... 193

**Townsend, L. E.** (portrait of) ..... 442

**Trust department**

Banks as transfer agents (Dudley L. Parsons) ..... 477
Legislative aspects of the common trust fund (John T. Creighton) ..... 218
Those trust fees again (Arthur F. Merrill) ..... 459

**Ware, Shirley** (this bank promotes old customers to introduce new accounts) .. 50

**Watson, Robert C.** (portrait of) ..... 446

**Weissman, Rudolph L.** (distribution of bank loans) ..... 288

**White, Wilford L.** (installment credit) .. 37

**Wolfgang, Dr. Ernst** (railroad consolidation or government ownership?) ..... 417

**Woolfson, A. Philip** (bank investment policy and the new depression) ..... 375
(monetary management and rising commodity prices) ..... 487
(our new depression—what can we do about it?) ..... 101

**Yost, John M.** (portrait of) ..... 468

**Young, Benjamin E.** (determining per item costs) ..... 213

**Youngman, Elmer H.** ("think and grow rich") ..... 47

**Zorn, Eugene C., Jr.** (the future of commercial bank earning power) ..... 8